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Nº 45, January 2005

Ontario's Domestic Travel Markets, 2003

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Ontario

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Highlights

- In 2003, the tourism industry experienced a year of decreased visitation to and within Ontario by domestic visitors. In a year that was marred by the war in Iraq and the outbreak of SARS, Ontario saw its domestic visitation drop by 10% over 2002 to 91.3 million person visits.
- Of Ontario's 91.3 million domestic visitors in 2003, 94% were Ontario residents travelling within the province.
- Visitor spending by domestic visitors in Ontario reached $10.0 billion in 2003. Tourism expenditures reached $13.9 billion.
- Visitor spending decreased by 5% from $10.5 billion in 2002 to $10.0 billion in 2003.
- After removing inflationary impacts, visitor spending in Ontario in constant dollars (1992) decreased by 3% from $8.3 billion in 2002 to $8.0 billion in 2003.
- 31% of total domestic visitors in 2003 travelled to or within Ontario in the summer.
- Nearly all-domestic visitors (84%) travelled in parties of adults only. Average party sizes ranged from 1.4 to 1.8 depending on the origin of the visitor.
- Almost half (46%) of domestic visitors spent nights in home of friends or relatives while travelling in Ontario in 2003.
- Top activities for domestic visitors were visiting friends and relatives, shopping and sightseeing.
- Nearly one quarter (23%) of Ontario's domestic visitors travelled to Toronto and Region in 2003.

Introduction

The information contained in this report, with the exception of Ontario residents' spending on Canadian fares when travelling to destinations outside Canada, was extracted from the micro data files of the Canadian Travel Survey (CTS) by Research Resolutions, on behalf of the Ontario Ministry of Tourism, Culture and Recreation. The information on Canadian fares was extracted from the International Travel Survey by Statistics Canada.

Co-sponsored by all the provinces and the federal government, the CTS is conducted by Statistics Canada annually (starting in 1997) as a supplement to the Labour Force Survey. The CTS telephone interview captures the incidence and detail of travel by Canadians. In 2003, an average of 14,093 Canadian households -- including 3,932 Ontario households -- were surveyed every month throughout the year. The average response rate for Canadian and Ontario respondents were 82.5% and 80.2% respectively.

The data contained in this report differ from those reported or supplied in electronic format by Statistics Canada in the following ways:

All overnight trips, regardless of the distance travelled, and same day trips with a minimum one-way distance from a respondent's home of 40 kms are included in this report.

Overnight trips with an Ontario destination, but no nights spent in the province, are treated in this report as same day trips to Ontario.

Spending by Ontarians on Canadian fares while travelling to destinations outside Canada has been removed from the CTS file and replaced with information from the ITS.

The data contained in this report include visits in Ontario by Canadians while on trips to any destination, not just Canadian destinations.

Excluded from this report's data base are the following types of travel: travel as a member of an operating crew of a bus, plane, truck, etc.; commuting to and from work or school; one way travel involving a change of residence; travel in an ambulance to a hospital or clinic; trips that did not originate in Canada; and trips longer than one year. The trip must also meet a one-way distance requirement, as follows:

Length Of Stay	Place Of Residence	
	Ontario	Other Provinces
Same Day	40 km one way away from home	80 km one way away from home
Overnight	No minimum distance	No minimum distance

To aid the reader, a glossary of key terms used throughout this report is appended. For more information on this publication please contact:

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ONTARIO'S DOMESTIC TRAVEL MARKETS, 2003

How many domestic travellers visited Ontario and where did they come from?

Of Ontario's 91.3 million domestic visitors in 2003, 94% were Ontario residents travelling within the province.

- Ontario welcomed 91.3 million domestic visitors in 2003. Of these visitors, 39% or 35.3 million stayed for one or more nights in the province.
- Ontario residents travelling within the province accounted for 94% (or 86.0 million) of domestic visitors and 89% (31.3 million) of domestic overnight visitors.
- Quebec was Ontario's next largest domestic market with 4% of total visits and 6% of overnight visits.

Table 1: Total Domestic Person Visits and Overnight Domestic Person Visits in Ontario, 2003

Origin	Total Visitors (000s)	% Share	Overnight Visitors (000s)	% Share
Canada	91,320	100%	35,299	100%
Ontario	85,984	94%	31,323	89%
Quebec	3,479	4%	2,209	6%
Manitoba	595	1%	511	1%
Western Canada	767	1%	763	2%
Atlantic Canada	494	1%	492	1%

Why did they travel in Ontario?

Ontario was a pleasure destination for 40% of total domestic visitors in 2003.

- 36.9 million Canadians travelled to or within Ontario for the main purpose of a pleasure trip in 2003. This was followed by visiting friends and relatives (VFR) as the second most popular reason for travelling to/within Ontario.
- The top reason for a trip with the province for residents of Ontario was for pleasure, as was for Manitobans. The top reason for Québécois to visit Ontario was to visit friends and relatives, as was for visitors from Western and Atlantic Canada.

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Table 2: Total Domestic Person Visits by Origin and Main Purpose of Trip, 2003								
Origin	Pleasure	% of origin total	VFR	% of origin total	Business	% of origin total	Personal	% of origin total
Canada	36,887	40%	34,732	38%	8,118	9%	11,498	13%
Ontario	35,334	41%	32,801	38%	6,751	8%	11,013	13%
Quebec	923	27%	1,299	37%	952	27%	306	9%
Manitoba	311	52%	136	23%	89	15%	59	10%
Western Canada	172	22%	316	41%	204	27%	76	10%
Atlantic Canada	147	30%	181	37%	122	25%	44	9%

Table 3: Overnight Domestic Person Visits by Origin and Main Purpose of Trip, 2003								
Origin	Pleasure	% of origin total	VFR	% of origin total	Business	% of origin total	Personal	% of origin total
Canada	15,767	45%	14,034	40%	2,798	8%	2,653	8%
Ontario	14,559	46%	12,575	40%	1,787	6%	2,356	8%
Quebec	618	28%	849	38%	611	28%	132	6%
Manitoba	271	53%	116	23%	75	15%	49	10%
Western Canada	172	23%	316	41%	204	27%	71	9%
Atlantic Canada	147	30%	179	36%	122	25%	43	9%

How long did they stay in Ontario?

On average, domestic visitors stayed in the province for 1.1 nights.

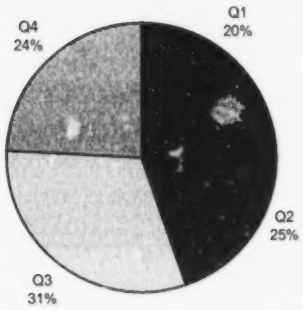
- On average, domestic visitors stayed in the province for 1.1 nights. Overnight domestic visitors stayed for an average of 2.8 nights.
- Ontario residents had the shortest visits (0.9 nights), while visitors from Western Canada had the longest visits (7.7 nights).

Table 4: Total Domestic Person Nights in Ontario and Average Length of Stay by Origin, 2003				
Origin	Person Nights (000s)	% of total nights	Average Length of Stay (nights) - Total Visitors	Average Length of Stay (nights) - Overnight Visitors
Canada	99,261	100%	1.1	2.8
Ontario	80,631	81%	0.9	2.6
Quebec	7,260	7%	2.1	3.3
Manitoba	2,207	2%	3.7	4.3
Western Canada	5,909	6%	7.7	7.7
Atlantic Canada	3,253	3%	6.6	6.6

When did they visit Ontario?

31% of total domestic visitors in 2003 travelled to or within Ontario in the summer.

Quarter of Visit to/within Ontario
Total Domestic Person Visits 2003



Quarter of Visit to/within Ontario
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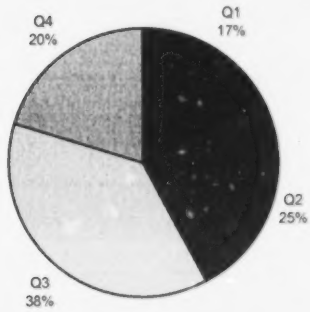

- Total domestic visits were spread out fairly evenly throughout the calendar quarters, with the most visits (31%) occurring in the third quarter (July, August, September).
- Overnight domestic visits were more concentrated in the third quarter with 38% of visitors, while 25% visited in the second quarter of 2003.
- As table 5 illustrates, Ontario residents travelling within the province made up the vast majority of visitors in any calendar quarter.

Table 5: Total Domestic Person Visits by Calendar Quarter and Origin, 2003

	Q1	Q2	Q3	Q4
Total (000)	17,862	22,919	28,432	22,108
Ontario (000)	17,043	21,516	26,649	20,777
Share (%)	95%	94%	94%	94%
Quebec (000)	550	943	1,069	917
Share (%)	3%	4%	4%	4%
Manitoba (000)	49	165	296	86
Share (%)	*	1%	1%	*
Western Canada (000)	104	188	257	219
Share (%)	1%	1%	1%	1%
Atlantic Canada (000)	117	108	161	109
Share (%)	1%	*	1%	*

* less than 1%

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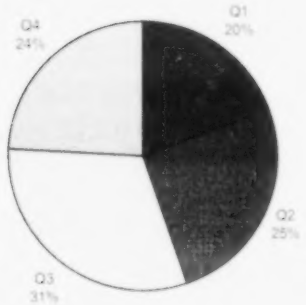

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How big were their travel parties?
Who were in their travel parties?

Nearly all-domestic visitors (84%) travelled in parties of adults only. Average party sizes ranged from 1.4 to 1.8 depending on the origin of the visitor.

- Visitors from Western and Atlantic Canada had the smallest average party size (1.4), while visitors from Manitoba had the largest (1.8).
- Visitors from Manitoba also had the lowest occurrence of traveling in groups of adults only (81%), while visitors from Western and Atlantic Canada had the highest (91%).
- Adult visitors from Western Canada had the highest incidence (82%) of travelling alone in Ontario, followed by visitors from Quebec (80%).
- Adult visitors from Manitoba had the highest frequency of travelling in groups of two in 2003 (29%).
- Only 2% of total domestic visitors travelled in/within Ontario in groups of three or more adults.

Table 6: Total Domestic Party Visits Average Size and Composition, 2003

Origin	Average Party Size	Party Composition	
		Adults Only	Adults w/ Kids
CANADA	1.7	84%	16%
Ontario	1.7	83%	17%
Quebec	1.4	92%	8%
Manitoba	1.8	81%	19%
Western Canada	1.4	91%	9%
Atlantic Canada	1.4	91%	9%

Table 7: Total Domestic Visitors Percent Party Size (Adults Only), 2003

Origin	1 adult	2 adults	3 or more adults
CANADA	70%	28%	2%
Ontario	69%	28%	2%
Quebec	80%	19%	1%
Manitoba	68%	29%	2%
Western Canada	82%	17%	1%
Atlantic Canada	76%	22%	1%

Where did they stay in Ontario?

Almost half (46%) of domestic visitors spent nights in home of friends or relatives while travelling in Ontario in 2003.

- Staying with friends or relatives was the accommodation choice for most Canadians travelling to and within Ontario. The vast majority of visitors from Western Canada (72%) and Atlantic Canada (72%) stayed with friends and relatives in Ontario.
- 19% of Canadian person nights were spent in private cottages while travelling to and within Ontario, while 13% were spent in hotels.
- Visitors from Manitoba had the highest incidence of spending nights in camping/trailer parks in Ontario (15%).
- Visitors from Quebec had the highest incidence of spending nights in hotels in Ontario (24%).

Table 8: Domestic Visitors Accommodation Use by Person Nights and Origin, 2003

Type of Accommodation	Canada	Ontario	Quebec	Manitoba	Western Canada	Atlantic Canada
Total Person Nights	99,261	80,631	7,260	2,207	5,909	3,253
Hotel	13%	11%	24%	14%	18%	17%
Motel	4%	4%	5%	2%	1%	4%
Camping/Trailer Park	10%	11%	7%	15%	*	1%
Bed & Breakfast	1%	1%	*	*	1%	*
Hunting/Fishing Lodge	*	*	*	*	*	*
Resort	1%	1%	*	*	*	*
Commercial Cottage/Cabin	3%	2%	13%	*	*	*
Home of Friend/Relative	46%	43%	46%	39%	72%	72%
Private Cottage	19%	23%	3%	26%	*	1%
Other	4%	4%	3%	2%	6%	4%

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Bed & Breakfast	1%	1%	*	*	1%	*
Hunting/Fishing Lodge	*	*	*	*	*	*
Resort	1%	1%	*	*	*	*
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Home of Friend/Relative	46%	43%	46%	39%	72%	72%
Private Cottage	19%	23%	3%	26%	*	1%
Other	4%	4%	3%	2%	6%	4%

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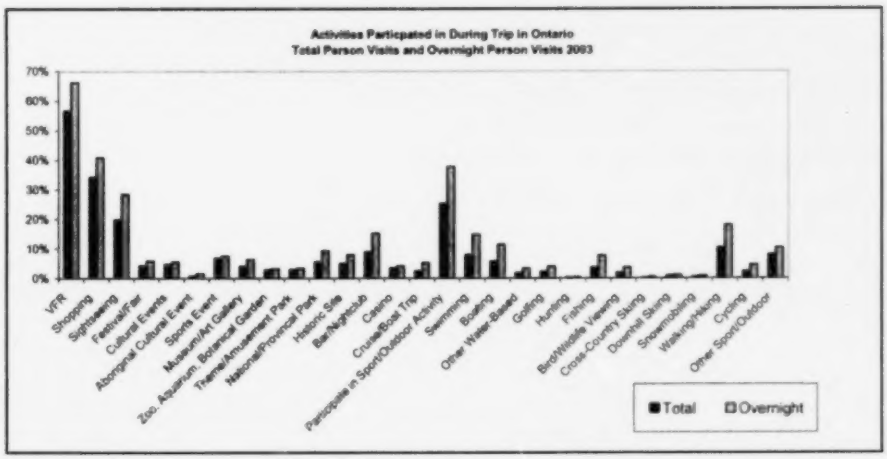
What activities did they participate in?

Top activities for domestic visitors were visiting friends and relatives. shopping and sightseeing.

- Top activities for total domestic visitors were visiting friends and relatives (VFR) (57%), shopping (34%) and participating in sports/ outdoor activities (25%).



- Other popular activities included, sightseeing (20%) going to bars and nightclubs (9%) and attending sports events (7%).
- As the graph above illustrates, overnight domestic visitors had higher participation rates in nearly all activity categories.
- Table 9 depicts Ontario's domestic markets by origin and their participation in activities in the province. Regardless of origin, the top three activities in 2003 were VFR, shopping and sightseeing, with the exception of Ontarians and Manitobans whose top three included participating in sports/outdoor activities.
- Domestic visitors from the Maritimes were the most active, participating in an average of 3.8 activities per person visit, followed by visitors from Western Canada (3.3 activities) and Manitoba (2.5 activities). These visitors likely participated in more activities due to a longer average length of stay in the province.

Table 9: Total Domestic Visitors in Ontario Activities Participated in During Trip by Origin: 2003						
Activity	Canada	Ontario	Quebec	Manitoba	Western Canada	Atlantic Canada
Total Person Visits (000s)	91,320	85,984	3,479	595	767	494
Average Number of Activities per Visit	1.9	1.9	1.9	2.5	3.3	1.8
VFR	57%	56%	56%	58%	73%	75%
Shopping	34%	34%	30%	35%	49%	68%
Sightseeing	20%	19%	21%	35%	42%	53%
Festival/Fair	4%	4%	4%	4%	9%	12%
Cultural Events	5%	5%	4%	3%	12%	13%
Aboriginal Cultural Event	1%	1%	1%	2%	2%	2%
Sports Event	7%	7%	5%	3%	8%	15%
Museum/Art Gallery	4%	4%	9%	9%	21%	23%
Zoo, Aquarium, Botanical Garden	3%	3%	3%	2%	4%	9%
Theme/Amusement Park	3%	3%	2%	3%	7%	10%
National/Provincial Park	6%	5%	5%	17%	14%	8%
Historic Site	5%	5%	7%	9%	20%	20%
Bar/Nightclub	9%	8%	13%	10%	31%	31%
Casino	3%	3%	5%	3%	5%	8%
Cruise/Boat Trip	3%	2%	4%	11%	7%	8%
Participate in Sport/Outdoor Activity	25%	25%	20%	45%	30%	26%
Swimming	8%	8%	6%	22%	10%	6%
Boating	6%	6%	1%	21%	8%	2%
Other Water-Based	2%	2%	1%	6%	*	1%
Golfing	2%	2%	2%	5%	4%	4%
Hunting	*	*	*	*	1%	*
Fishing	4%	4%	1%	17%	6%	1%
Bird/Wildlife Viewing	2%	2%	1%	6%	5%	1%
Cross-Country Skiing	*	*	1%	*	*	*
Downhill Skiing	1%	1%	*	1%	*	1%
Snowmobiling	1%	1%	*	1%	*	*
Walking/Hiking	10%	10%	9%	23%	13%	15%
Cycling	2%	2%	3%	2%	4%	1%
Other Sport/Outdoor	8%	8%	6%	7%	12%	8%
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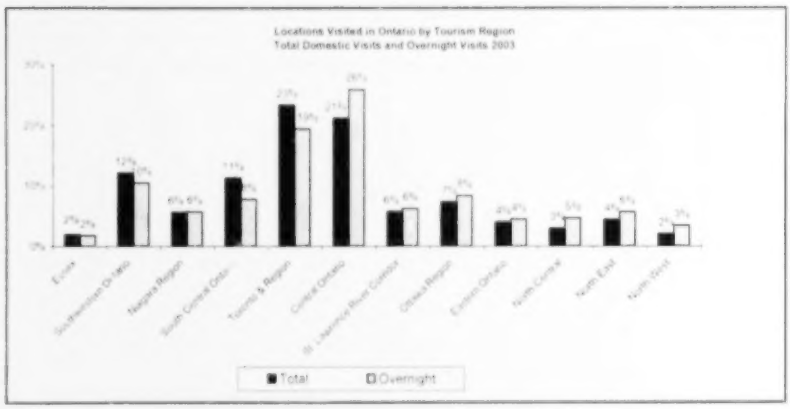
Hunting	*	*	*	*	1%	*
Fishing	4%	4%	1%	17%	6%	1%
Bird/Wildlife Viewing	2%	2%	1%	6%	5%	1%
Cross-Country Skiing	*	*	1%	*	*	*
Downhill Skiing	1%	1%	*	1%	*	1%
Snowmobiling	1%	1%	*	1%	*	*
Walking/Hiking	10%	10%	9%	23%	13%	15%
Cycling	2%	2%	3%	2%	4%	1%
Other Sport/Outdoor	8%	8%	6%	7%	12%	8%

* less than 1%

Which Ontario regions* did they visit?

Nearly one quarter (23%) of Ontario's domestic visitors travelled to Toronto and Region in 2003.

- Toronto and Region and Central Ontario were the top destinations for total domestic visitors and overnight visitors in 2003.
- Top destinations for Ontario residents travelling within the province were Toronto and Region (23%), Central Ontario (22%) and Southwestern Ontario (13%).



- Top destinations for Quebec residents travelling in Ontario were Ottawa Region (43%), Toronto and Region (29%) and the St. Lawrence River Corridor (11%).
- Top destinations for Manitoba residents travelling in Ontario were North-western Ontario (73%), Toronto and Region (14%) and North-eastern Ontario (5%).
- Top destinations for residents of Western Canada travelling in Ontario were Toronto and Region (54%), Ottawa Region (20%), North-western Ontario (10%) and Southwestern Ontario (10%).
- Top destinations for Quebec residents travelling in Ontario were Toronto and Region (54%), Ottawa Region (30%) and the St. Lawrence River Corridor (11%).

Table 10: Total Domestic Visitors in Ontario
Locations Visited in Ontario by Tourism Region* and Origin, 2003

Tourism Region	Canada	Ontario	Quebec	Manitoba	Western Canada	Atlantic Canada
Total Person Visits (000s)	91,320	85,984	3,479	595	767	494
Essex	2%	2%	**	1%	3%	1%
Southwestern Ontario	12%	13%	1%	2%	10%	5%
Niagara Region	6%	6%	2%	1%	4%	3%
South-Central Ontario	11%	12%	1%	3%	9%	8%
Toronto and Region	23%	23%	29%	14%	54%	54%
Central Ontario	21%	22%	3%	3%	9%	8%
St. Lawrence River Corridor	6%	5%	11%	2%	1%	11%
Ottawa Region	7%	6%	43%	4%	20%	30%
Eastern Ontario	4%	4%	8%	2%	1%	3%
North-Central	3%	3%	1%	1%	2%	**
North-East	4%	4%	1%	5%	7%	2%
North-West	2%	1%	**	73%	10%	1%

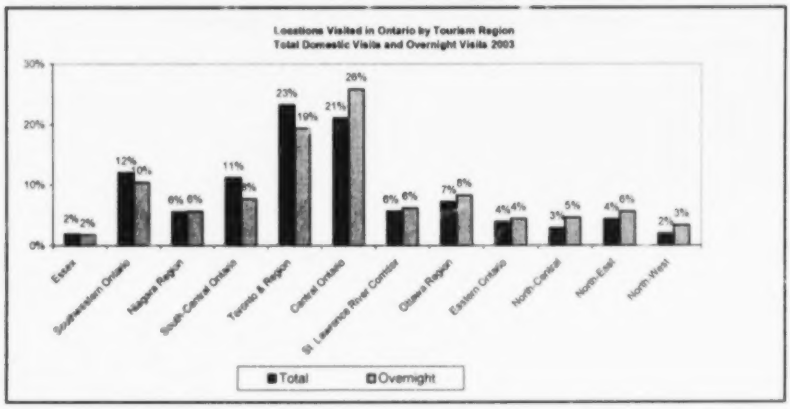
**The percentages are based on the total number of visitors with a known regional destination in Ontario.*
Note: The sum of each column is greater than 100% because multiple locations may be visited in a given trip.
**less than 1%

* Please see page 20 for a map of Ontario's Travel Regions.

Which Ontario regions* did they visit?

Nearly one quarter (23%) of Ontario's domestic visitors travelled to Toronto and Region in 2003.

- Toronto and Region and Central Ontario were the top destinations for total domestic visitors and overnight visitors in 2003.
- Top destinations for Ontario residents travelling within the province were Toronto and Region (23%), Central Ontario (22%) and Southwestern Ontario (13%).



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North-East	4%	4%	1%	5%	7%	2%
North-West	2%	1%	**	73%	10%	1%

**The percentages are based on the total number of visitors with a known regional destination in Ontario.*
Note: The sum of each column is greater than 100% because multiple locations may be visited in a given trip.
**less than 1%

* Please see page 20 for a map of Ontario's Travel Regions.

How much money did they spend in Ontario?

Visitor spending by domestic visitors in Ontario reached $10.0 billion in 2003. Tourism expenditures reached $13.9 billion.

- Domestic tourists spent $10.0 billion while on a visit in Ontario. Meanwhile, Ontario residents spent an additional $3.9 billion on transportation fares on Canadian carriers to travel to destinations outside of the province.
- Total average spending per person visit was $110, per same day visit was $57 and per overnight visit was $194.
- Ontarians had the lowest average spending per person visit ($110) and visitors from Western Canada had the highest ($507).

Table 11: Domestic Visitors Spending in Ontario by Origin 2003

	Total Visitor Spending	%	Avg $ per visit	Overnight Visitor Spending	%	Avg $ per visit
Canada	$10,016,408	100%	$110	$6,834,050	100%	$194
Ontario	$8,560,158	85%	$100	$5,438,025	80%	$174
Quebec	$708,046	7%	$204	$650,166	10%	$294
Manitoba	$125,688	1%	$211	$123,387	2%	$241
Western Canada	$389,051	4%	$507	$389,008	6%	$510
Atlantic Canada	$233,464	2%	$473	$233,464	3%	$475

- Table 12 outlines the breakdown of total tourism expenditures and total visitor spending by category. As shown, when fares paid to Canadian carriers to travel outside of the province are removed from 'public transportation' these expenditures drop from 31% to 6% of spending, resulting in an increase in the share of spending on vehicle operation (from 15% to 21%) and in the share of spending on food and beverage at restaurants and bars (from 15% to 21%).

Table 12: Percentage Breakdown of Tourism Expenditures and Domestic Visitor Spending by Category

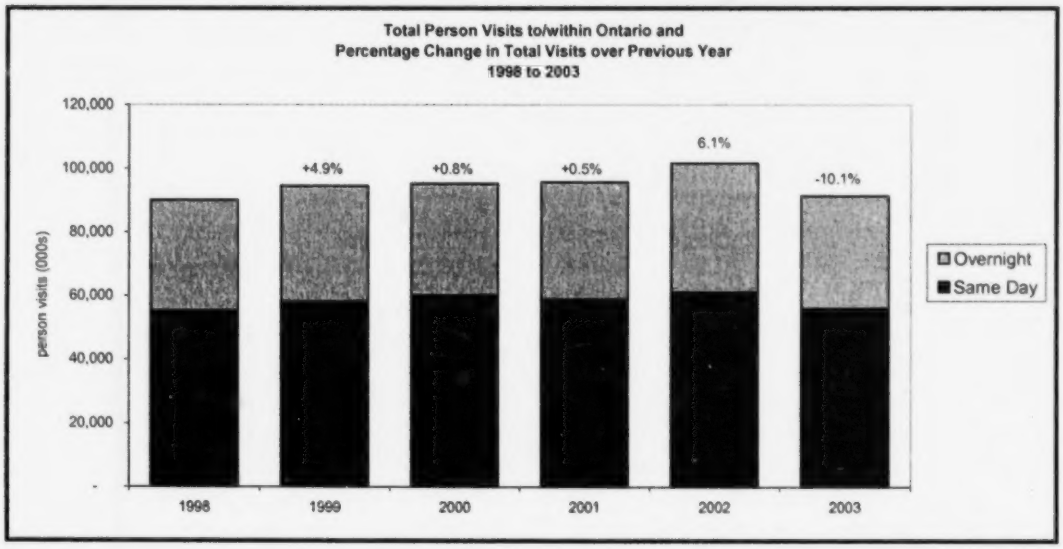
Category of Expenditure	Percent of total tourism expenditures[1]	Percent of total visitor spending[2]
Public Transportation	31%	6%
Vehicle Rental	2%	2%
Vehicle Operation	15%	21%
Local Transportation	1%	1%
Accommodation	11%	15%
Food/ beverage at Stores	5%	7%
Food/ Beverage at Restaurants	15%	20%
Recreation	6%	8%
Clothing	8%	11%
Other Retail	6%	8%

[1] Includes Canadian carrier fares
[2] Excludes Canadian carrier fares

How did tourism in 2003 compare to previous years?

- In 2003, the tourism industry experienced a year of decreased visitation to and within Ontario by domestic visitors. In a year that was marred by the war in Iraq and the outbreak of SARS, Ontario saw its domestic visitation drop by 10% over 2002 to 91.3 million person visits.

- As the graph below illustrates, domestic visitation in Ontario had been on the rise for the previous four years, but the momentum was broken when the World Health Organization imposed a travel advisory on Toronto, Ontario due to SARS on April 23, 2003 causing international and domestic visitors alike to travel elsewhere.



- In 2003, same day visits decreased by 8% and overnight visits decreased by 13% over 2002.

- Table 13 illustrates total person visits by origin dating back to 1998. The Ontario resident market was the only market with consistent year-over-year growth until 2003 when visitation dropped by 10% over 2002. All domestic origin markets experienced decreases in 2003 over 2002, with the exception of Manitoba, which remained the same over 2002.

Table 13: Total Domestic Person Visits to/within Ontario (000s) by Origin
Percentage Change Year-Over-Year
1998 to 2003

	Ontario	% ch*	Quebec	% ch*	Manitoba	% ch*	Western Canada	% ch*	Atlantic Canada	% ch*
1998	85,090		3,184		583		813		425	
1999	89,452	5%	3,227	1%	621	7%	752	-8%	453	7%
2000	89,961	1%	3,523	9%	528	-15%	739	-2%	484	7%
2001	90,741	1%	3,108	-12%	494	-6%	919	24%	459	-5%
2002	95,665	5%	3,749	21%	595	20%	1,008	10%	536	17%
2003	85,984	-10%	3,479	-7%	595	0%	767	-24%	494	-8%

* percentage change over same period of previous year

- Meanwhile, travel for any reason to or within Ontario decreased in 2003 over 2002 (see Table 14). In fact, travel to Ontario for a pleasure trip from Other Canada decreased in 2003 over 2002, which was also a year of decline.

Table 14: Percentage Change Year-Over-Year by Main Purpose of Trip and Origin Domestic Visits 1998 to 2003

	Pleasure (% ch*)		Visiting Friends and Relatives (% ch*)		Business (% ch*)	
	Ontario	Other Canada	Ontario	Other Canada	Ontario	Other Canada
1999	6%	-8%	4%	2%	-2%	11%
2000	4%	18%	-8%	6%	16%	-13%
2001	2%	76%	8%	-10%	-7%	-8%
2002	2%	-28%	11%	19%	-6%	16%
2003	-8%	-20%	-12%	-12%	-19%	0%

* percentage change in visits over previous year

- Travel to visit friends and relatives decreased by 12% in 2003 over 2002 in all markets, following a year of growth. Travel for business in Ontario by Ontario residents (83% of the domestic business market) had been decreasing for two years prior to a drop of 19% in 2003 over 2002.

Table 15: Average Length of Stay in Nights Total Domestic Person Visits by Origin 1998 to 2003

	Ontario	Quebec	Manitoba	Western Canada	Atlantic Canada
1998	0.9	1.8	3.4	7.3	6.6
1999	0.9	2.2	3.4	7.0	6.2
2000	0.9	1.9	3.5	7.3	6.9
2001	1.0	2.2	3.5	7.6	6.5
2002	0.9	2.1	3.7	7.4	7.0
2003	0.9	2.1	3.7	7.7	6.6

- Table 15 outlines the average length of stay in nights for total person visits in 1998 to 2003. As shown in the table, length of stay has remained about the same in each market over the years and that visitors from Western Canada and Atlantic Canada stay in the province the longest.

Table 16: Overnight Domestic Person Visits (000s) by Type of Accommodation Used Percentage Change over the Previous Year 1998 to 2003											
	1998	1999	% ch*	2000	% ch*	2001	% ch*	2002	% ch*	2003	% ch*
Hotel	5,843	5,758	-1%	6,303	9%	6,891	9%	6,870	0%	6,437	-6%
Motel	2,071	2,138	3%	2,036	-5%	1,944	-5%	1,925	-1%	1,884	-2%
Camping/Trailer Park	3,417	3,142	-8%	2,973	-5%	2,933	-1%	3,372	15%	2,878	-15%
Bed & Breakfast	241	197	-18%	224	14%	407	82%	466	14%	301	-35%
Hunting/Fishing Lodge	162	115	-29%	46	-60%	85	85%	106	25%	60	-43%
Resort	309	408	32%	338	-17%	327	-3%	395	21%	351	-11%
Commercial Cottage/Cabin	332	331	0%	593	79%	632	7%	679	7%	493	-27%
Home of Friend/Relative	16,737	18,243	9%	17,080	-6%	18,154	6%	19,943	10%	17,029	-15%
Private Cottage	5,497	5,780	5%	5,355	-7%	5,323	-1%	6,796	28%	5,697	-16%
Total overnight visits	34,766	36,261	4%	34,987	-4%	36,747	5%	40,400	10%	35,299	-13%

* Percentage change over the previous year

- The use of all types of accommodation dropped in 2003 over 2002, with the largest decrease being realized by hunting and fishing lodges (43% decrease)[1].
- Visitor spending decreased by 5% from $10.5 billion in 2002 to $10.0 billion in 2003.
- After removing inflationary impacts, visitor spending in Ontario in constant dollars (1992) decreased by 3% from $8.3 billion in 2002 to $8.0 billion in 2003.

Table 17: Total Domestic Visitor Spending in Ontario 1998 to 2003 1992=100						
	1998 ($000) *(% share)*	1999 ($000) *(% share)*	2000 ($000) *(% share)*	2001 ($000) *(% share)*	2002 ($000) *(% share)*	2003 ($000) *(% share)*
Public Transport*	$375,297 *6%*	$321,132 *5%*	$403,365 *5%*	$410,063 *5%*	$345,475 *4%*	$344,806 *4%*
Vehicle Rental	$102,401 *2%*	$125,051 *2%*	$125,982 *2%*	$192,647 *2%*	$152,482 *2%*	$122,701 *2%*
Vehicle Operation	$1,072,301 *18%*	$1,119,667 *18%*	$1,410,352 *19%*	$1,597,473 *19%*	$1,633,196 *20%*	$1,445,268 *18%*
Local Transport	$48,296 *1%*	$52,876 *1%*	$65,660 *1%*	$78,959 *1%*	$76,105 *1%*	$75,521 *1%*
Accommodation	$1,071,952 *18%*	$1,015,497 *16%*	$1,126,540 *15%*	$1,209,751 *14%*	$1,319,233 *16%*	$1,369,292 *17%*
Food/ beverage at Stores	$366,992 *6%*	$444,054 *7%*	$542,055 *7%*	$579,795 *7%*	$628,955 *8%*	$588,533 *7%*
Food/ Beverage at Restaurants	$1,368,714 *23%*	$1,430,986 *23%*	$1,728,556 *23%*	$1,855,936 *22%*	$1,819,601 *22%*	$1,670,993 *21%*
Recreation	$453,322 *7%*	$480,902 *8%*	$554,786 *7%*	$668,465 *8%*	$606,358 *7%*	$541,291 *7%*
Clothing	$636,562 *11%*	$714,860 *12%*	$868,300 *12%*	$1,012,683 *12%*	$1,062,132 *13%*	$1,044,505 *13%*
Other Retail	$558,442 *9%*	$473,167 *8%*	$650,256 *9%*	$822,227 *10%*	$655,477 *8%*	$815,920 *10%*
Total	$6,054,278 *100%*	$6,178,191 *100%*	$7,475,853 *100%*	$8,427,998 *100%*	$8,299,014 *100%*	$8,018,830 *100%*

**International fares assigned to Ontario have been omitted.*

[1] It should be noted that due to the low number of overnight visits spent at hunting and fishing lodges, the percentage change year over year is quite large.

- Table 17 illustrates visitor spending by category for the years 1998 to 2003 with the inflationary impacts removed (all dollar figures are expressed in 1992 figures). The table also provides the percentage share of total visitor spending for each category.

- Spending on public transportation has decreased from 6% of visitor spending in 1998 to 4% in 2003. Meanwhile, visitor spending on private vehicle operation increased from 18% of visitor spending in 1998 to 20% in 2002. Spending on vehicle operation dropped back to 18% in 2003.

- Visitor spending on food and beverages at restaurants decreased 2 percentage points from 23% of spending in 1998 to 21% in 2003. At the same time, spending on food and beverages at grocery stores increased slightly from 6% in 1998 to 7% in 2003.

- Spending on retail shopping (Clothing and Other Retail) increased from 20% of visitor shopping in 1998 to 23% in 2003.

- Average visitor spending per person visit has remained relatively low over the 1998 to 2003 period, due to the reliance of the market on Ontario residents (approximately 94% of the market) and the high volume of same day visits within the province. Average visitor spending (expressed in 1992 dollars) was $67 per person visit in 1998 and reached $88 in 2003.

Glossary

ACCOMMODATION TYPE refers to the type(s) of accommodation used during the trip.

***Other* accommodation** is a separate category in the CTS and ITS questionnaires, and includes dormitories, hostels, sleeping berths on trains and boats, etc. In many of the tabulations contained in this report, accommodation type "not stated" records have been combined with *other*.

ACTIVITIES ON TRIP. For each trip, respondents were asked to indicate whether they participated in any of a number of activities (aided measure). The activity could have occurred at any location on the trip (destination, location of overnight stop) since activity data are not captured on a location-specific basis.

EXPENDITURES ON TRIP. All dollars spent by all household members or party members who went on the trip and paid for by individuals, government or private sector business. Only expenditures incurred by visitors to Ontario are contained in this report. Spending by Ontarians on (Canadian) public fares for trips outside the province and with no visit in Ontario are not included here.

The following items of expenditures are excluded:

- Food and beverage purchased prior to the trip to be used while on the trip;
- Items purchased to be resold or used in a business;
- Vehicles, such as cars, boats and caravans;
- Capital investment, such as real estate, work of arts, rare articles and financial stocks;
- Cash given to friends or relatives during a trip, which does not represent payment for goods and services, received, as well as donations to institutions.

EXPENDITURES IN ONTARIO. Canadian residents' expenditures on the trip are assigned by Statistics Canada to provinces of origin, destination, and location of overnight stops according to pre-set rules. Expenditures from the ITS were assigned to Ontario according to MTR rules.

HOUSEHOLD/PARTY TRIP. A trip involving one or more persons from the same household/party leaving and returning together. If four persons from the same household take a trip, it counts as one household-trip.

The CTS captures household-based information, while the ITS captures party-based (not necessarily belonging to the same household) information.

MODE OF TRANSPORT. Mode of transport refers to the one used in Canada. It does not refer to the transport mode used by international visitors to come to Ontario.

PERSON NIGHT. A night spent away from home by a person taking a trip. If two persons take a trip involving three nights away from home, that counts for six person nights.

PERSON TRIP. A trip taken by one person. If two persons from the same household go on a trip, it counts for two person trips. If the same person takes two trips, it also counts for two person trips.

PURPOSE OF TRIP (MAIN). The main purpose categories include *visiting friends/relatives, pleasure, personal, business, convention.* In this report, *business convention* has been combined with *business* and *pleasure* has been combined with *non-business convention.*

QUALIFYING TRIP. A *qualifying trip* in the CTS is defined as travel from the usual place of residence to a location any distance away if an overnight trip and at least 40 km (one-way) if a same-day trip for any purpose other than as a member of an operating crew of a bus, plane, truck, etc; commuting to work or school; moving to a new residence; travel in an ambulance to a hospital or clinic; trips that did not originate in Canada and trips that longer than one year. The distance minimum of 40 km applies only to same-day trips that originate in Ontario. In all other provinces, the minimum distance for a same-day trip is 80 km. In the ITS, it includes all non-residents crossing the Canadian border (excludes crews of transportation firms).

REPORTING PERIOD. A one-month reporting period is used by the CTS since the second quarter of 1992. All fieldwork takes place approximately three weeks after the *end* of the reporting period. For example, during the third week in July respondents would be asked to report on trips that ended in preceding June. In the ITS, a respondent is given a questionnaire which he/she is asked to fill out when his/her trip is completed.

RESPONDENT. In the CTS, a randomly selected individual in the sampled household (from the Statistics Canada Labour Force Survey sampling frame) who is at least 15 years of age. Specifically excluded from the LFS coverage are residents of Yukon and Northwest Territories, persons living on Indian Reserves, full-time members of the Canadian Armed Forces and persons living in institutions (inmates of penal institutions and patients in hospitals or nursing homes who have resided in the institution for more than six months).

VISIT. Place of overnight stay or for same day trips, the location of the trip's destination. If the respondent travelled twice to the same location during the same trip, only one visit is recorded at that location. In this report there are three types of visits at the sub-provincial level: visits that were destined to region x; visits that were destined to Ontario region y, but took an excursion to region x, and visits that were destined outside Ontario, but had an overnight stop in region x. A small number of CTS respondents with overnight trips indicated that had as their destination Ontario region x, but they spent no night in region x. These trips have been treated in this report as same day trips to region x.

Map of Ontario Travel Regions